

# BeZero Carbon: Usage Guidelines for Customer, End Users, Third Parties

Effective date: 13 March 2023

BeZero Carbon Ltd (“BeZero”) is a global ratings agency for the Voluntary Carbon Market and, using its methodology for assessing voluntary carbon credits, has developed a rating to represent BeZero's current opinion on the likelihood that a voluntary carbon credit achieves a tonne of CO<sub>2</sub>e avoided or removed (“BeZero Carbon Rating”). A BeZero Carbon Rating is a statement of opinion based on publicly available information as of the date expressed, it is not a statement of fact, and is not a recommendation to purchase, hold, or sell any carbon credits, securities or to make any investment decisions, and nor should it be relied upon in isolation. You acknowledge that the BeZero Carbon Rating may include information relating to future events, the outcomes of which are inherently uncertain and subject to a range of factors and risks which may alter its accuracy or relevance at any time. BeZero has no obligation to update the BeZero Carbon Rating and it should not be relied upon and is not a substitute for your own independent skill and judgment in relation to the making of investments or other business decisions.

These Usage Guidelines set out guidelines on the use of the BeZero Carbon Rating and other BeZero information (“Information” or “Content”) accessible via the [Customer Platform] (“Platform”) by BeZero customers (“Customers”) or authorised permitted end users/ indirect third party users (individually and collectively, “Users”), including how to reference and/or attribute BeZero analysis. Particular attention should be paid to these Usage Guidelines about how to reference and/or attribute BeZero analysis and/or the BeZero Content.

Access to the BeZero Content via the Platform is subject to an underlying agreement between BeZero and the Customer or provider of the Platform (“Agreement”). These End User Usage Guidelines are incorporated into that Agreement and anyone who accesses and uses the BeZero Content are required to abide by them.

Before using the Information, it is a condition that you must read the Agreement and the BeZero Carbon Rating methodology, qualifying criteria and process, [here](#), in order to understand our ratings.

Unless otherwise specified, the definitions adopted in the Agreement are used in these BeZero Usage Guidelines.

Adherence to the BeZero Usage Guidelines is mandatory. Failure to comply may be a breach of the Agreement, and may (in addition to BeZero’s other rights) result in termination of the Agreement.

These BeZero Usage Guidelines contain the following sections:

1. BEZERO CARBON RATING
2. BEZERO PROJECT ANALYSIS
3. BEZERO GUIDELINES FOR API INTEGRATION

The following additional definitions apply in this BeZero Usage Guidelines:

| Word/phrase                   | Meaning  |
|-------------------------------|--|
| <b>BeZero Carbon Ratings</b>  | The BeZero Carbon Rating is BeZero’s current opinion on the likelihood that a given verified carbon project achieves 1 tonne of CO <sub>2</sub> e avoidance or removal for every carbon credit issued. Project ratings use an eight-point scale (AAA to D) from highest likelihood to lowest likelihood.   |
| <b>Headline Letter Rating</b> | The BeZero Carbon Rating assigned to the carbon credits issued by a verified carbon project representing BeZero’s current opinion based on its analysis of publicly available information as at the date expressed. It does not constitute a solicitation, recommendation or endorsement by BeZero or any third party to invest, buy, hold or sell |

|  |   |
|--|---|
|  | a carbon credit. Nor is it a statement of fact, it is a statement of opinion. Nor should it be relied upon in isolation.  |
| <b>Project Rating Summary</b>            | The copy content explaining, in summary, the basis for the Headline Letter Rating of a project's voluntary carbon credit.   |
| <b>Project Risk Factor Assessment</b>    | The number, between 0% and 100%, given to a voluntary carbon credit when analysed against the six underlying risk factors to assess the likelihood that a carbon credit achieves a tonne of CO <sub>2</sub> e avoided or removed. |
| <b>Project Risk Factor Visualisation</b> | The radial graph presenting the Project Risk Factor Assessment.   |

## 1. BEZERO CARBON RATING

To the extent permitted under the Agreement, Users may use the BeZero Carbon Rating in accordance with this Section.

The BeZero Carbon Rating methodology is a research framework for assessing voluntary carbon credits. The output is the Headline Letter Rating, a rating on an 8-point scale from AAA to D.

### 1.1 Usage of the Headline Letter Rating in text:

- (a) Users must always refer to the Headline Letter Rating, the "BeZero Carbon Rating", as a noun, not a verb.
- (b) The syntax of the reference must be:
  - (i) "Headline Letter Rating" *followed by* "BeZero Carbon Rating"
  - (ii) e.g. AA BeZero Carbon Rating
- (c) Users must clearly identify the project issuing the carbon credits using the registry ID.
- (d) Users must always publish our disclaimer or a link to our disclaimer ("Disclaimer"), in the form of template attached at the end of these User Guidelines , alongside the BeZero Carbon Rating

Below is an example of what would (✓) and wouldn't (✗) be acceptable:

| ✓   | ✗  |
|---|--|
| <p><b>[when published standalone]</b></p> <p>BeZero Carbon has assigned carbon credits issued by project [registry ID] an AA BeZero Carbon Rating.<br/>[add full Disclaimer]</p> <p style="text-align: center;">.</p> <p style="text-align: center;"><b>OR</b></p> <p><b>[when published in an editorial context]</b></p> <p>BeZero Carbon has assigned carbon credits issued by project X an AA BeZero Carbon Rating<br/>[add full disclaimer]</p> | <p>BeZero Carbon rated the project [A].<br/>[with no disclaimer]</p><br><p>BeZero Carbon has assigned carbon credits issued by project X an AA BeZero Carbon Rating<br/>[with no disclaimer]</p> |

## 2. BEZERO PROJECT ANALYSIS

To the extent permitted under the Agreement, the Customer may use or reproduce the following project analysis provided via the BeZero Platform:

- (a) the “Project Rating Summary” which is copy content explaining the Headline Letter Rating of a voluntary carbon credit on the condition that this is copied verbatim from the BeZero Platform without amendment;
- (b) the “Project Risk Factor Assessment” which is the assessment, from 0% to 100%, achieved by a voluntary carbon credit when analysed against the six underlying risk factors (additionality, over-crediting, leakage, permanence, policy environment and perverse incentives) to assess the likelihood that a carbon credit achieves a tonne of CO<sub>2</sub>e avoided or removed on the condition that the words “*Following BeZero Carbon’s review of this project, and the carbon credits issued, its opinion of the risk factors can be summarised as follows*” are published together with and before any reproduction or republication of this information; and
- (c) the “Project Risk Factor Visualisation” which is a radial graph presenting the Project Risk Factor Assessment. If published in isolation from the information in paragraphs 2(a) and 2(b), the words “*Following BeZero Carbon’s review of this project, and the carbon credits issued, its opinion of the risk factors can be summarised as follows*” must be published before this information,

together the **BeZero Project Analysis**, in accordance with this Section.

Customers referring to BeZero Project Analysis must publish the Disclaimer and make reference within the context of a specific project with clear reference to the registry name and project ID (e.g. VCS 1686).

Project Rating Summary: Customers or Users referring to or citing the Project Rating Summary for any given project must (1) publish the Disclaimer and (2) refer to ‘BeZero Carbon analysis’ as follows:

| ✓   | ✗   |
|---|---|
| <p>Example:</p> <p>According to BeZero Carbon analysis, carbon credits for this project scored highly for additionality because....</p> | <p>Example:</p> <p>This project scores highly for additionality; or<br/>We find this project to be highly additional.</p> |
| <p>Example:</p> <p>BeZero Carbon analysis of the project baseline raises doubts about the project’s efficacy.</p>                       | <p>Example:</p> <p>Analysis of the project [baseline] raises doubts about its efficacy.</p>                               |

Project Risk Factor Assessment: Customers referring to the Project Risk Factor Assessment must always present all six risk factors to preserve the integrity of the methodology and the Headline Letter Rating together with the definition of each risk factor.

Project Risk Factor Visualisation: Customers including the Project Risk Factor Visualisation must always present all six risk factors, including their definitions, to preserve the integrity of the methodology and the Headline Letter Ratings. We recommend using the radial graph and colours, as featured on the BeZero Platform. Provided the data is presented accurately Customers may use a different colour palette to present project risk factor data. Furthermore, Customers may use a different graph format, for example a bar graph, as long as the data remains the same.

## 3. BEZERO GUIDELINES FOR API INTEGRATION

Any Customers integrating with the BeZero API to display the Headline Letter Rating and/or BeZero Project Analysis will be provided with additional guidelines contained in the BeZero API Customer Design Guidelines. These guidelines provide further explanations, brand rules and visual guidelines with access to brand assets.

# User Disclaimer Template for Customers, End Users, Third Party Users:

## Disclaimer

**Effective date: 21 November 2022**

The BeZero Carbon Rating of voluntary carbon credits represents BeZero Carbon Ltd's ("BeZero") current opinion on the likelihood that carbon credits issued by a project achieve a tonne of CO<sub>2</sub>e avoided or removed. The BeZero Carbon Rating and other BeZero information ("BeZero Content") accessible via [\[Customer Platform\]](#) is made available for information purposes only. The BeZero Content and in particular the BeZero Carbon Rating set out BeZero's opinion on a particular carbon credit or project based on publicly available information as at the date expressed and BeZero shall have no liability to any third party in respect of the opinion and the BeZero Carbon Rating. The BeZero Content is made available for information purposes only and you should not construe such BeZero Content as legal, tax, financial or investment advice. The BeZero Content is a statement of opinion as at the date expressed and does not constitute a solicitation, recommendation or endorsement by BeZero or any third party to invest, buy, hold or sell a carbon credit. The BeZero Content is not a statement of fact and should not be relied upon in isolation. The BeZero Content is one of many inputs used by stakeholders to understand the overall quality of any given carbon credit. BeZero shall have no liability to you or any other third party for any decisions you make in respect of the BeZero Content.

For information about the BeZero Carbon Rating methodology, qualifying criteria and process, please click [here](#).

BeZero is a global ratings agency for the Voluntary Carbon Market. If you have any questions about BeZero, the BeZero Carbon Rating, other BeZero Content or otherwise please contact BeZero at: [commercial@bezercarbon.com](mailto:commercial@bezercarbon.com).